C. T. SILVER TAKES CHALMERS AGENCY

Large Retailer of Automobiles Gets New York Territory After Aug. 1.

Automobile Row got a big surprise on Phursday when the announcement was made that C. T. Silver, the metropolitan motor car dealer, had closed a \$6,250,000 contract with the Chalmers Motor Company of Detroit to handle the Chalmers The territory which Mr. Silver will have is approximately the same as that which he has had during the last six years. Briefly, it takes in all New York city, Long Island, Staten Island, most of New Jersey and a slice of Connecticut, with a branch in Bridgeport. He will also take care of the Atlantic seaboard of Chalmers parts.

n Chaimers parts.

Mr. Silver is the largest retailer of automobiles in the United States. The contract which he signed with Mr. Smith calls for 10 per cent. of the Chalmers output, dating from August 1, for the

coming sear.

One of the important factors which influenced the Chalmers company in its efforts to secure Mr. Silver as the New York representative for the Chalmers line was the reputation which Mr. Silver has built up for service to motor car users. Chalmers owners will appreciate the type of Mr. Silver's service when they recognize that he maintains high class service and sales branches in New-The Bronx, Yonkers and Brooklyn, from the headquarters on Broad-

general will go ousiness from how a under the name of C. T. Silver, Inc.

The installation of Chalmers cars in the Silver showroom was made in a burry. G. F. Bailey, the bustling director of sales, had cars on the floor before sees in Chalmers care is now going on in the Silver headquarters just as if the line had been handled there for years.

That it was a pretty piece of work was

icknowledged by all.

The Silver organization tock hold of the new cars with its well known vigor and made sales almost immediately. Automobile Row continues to but over

the charge, which was made with such dassling speed and so cleanly.

Mr. Silver's career in the automobile business has been truly meteoric. For years he has been known as "that live wire Silver" by the dealers "on the row." He has kept much to himself in a business way, thinking up ways and means of increasing his business and then putting them into force. He has always done things in a big way and his judgment has never played him false.

Mr. Silver began his automobile canes about seven years ago, being first associated with the Koehler company in the sale of Buick cars in Manhattan. Then he went to the Buick branch in Brooklyn and there quickly established simself as Brooklyn's best automobile seleman.

Learn the sale of Buick cars automobile seleman.

doing his best work was in Manhattan, so he established the Overland agency at Broadway and Forty-ninth street. He prespered from the start, and seeing the trend of business extending northward, moved his place to Broadway, between Fifty-fifth and Fifty-sixth streets, in the store now occupied by Rodney Haines.

Finally in 1814 came the sensational move by which he acquired possession of the splendid Pereless Building, one of the splendid Pereless Building, one of the finest headquarters for the retail sale of automobiles in the world, Mr. Bliver promptly developed a great organsale of automobiles in the world. Mr. Silver promptly developed a great organiation, which included branches in Brooklyn, Newark, The Bronx and Yonlers. He handled the Overland, Willys-Knight and Peerless cars on a large scale and very successfully in this motor palace, where he has now established the Chalmers line.

speedway, where from June 15 to 29 it learning to 25 it learning t course any answer to this question must be purely academic, as there is no certain way of arriving at a definite answer. But the consensus of expert opinion is that it would be from six to eight years.

All we know is that when the engine of the King eight, which made the remarkable record, was taken down at the conclusion of the trial no appreciable wear could be found anywhere.

No one would have dreamed that the mechanism had just traveled almost 11,000 miles, with the engine turning up 1,356 r. p. m. The crank shaft had made

markable record, was taken down at the conclusion of the trial no appreciable wear could be found anywhere.

No one would have dreamed that the mechanism had just traveled almost 11,5000 miles, with the engine turning uplications, and the wheels had gone around just 6,434,656 times. The total giston travel amounted to 182,046,400 feet, while the ignition system had supplied 109,378,852 sparks, or 5,424 sparks each minute of the run. The total amount of air consumed by the eight of severy man, woman and child in these United, States several deep lungfuls of some. While all this was happening in the mechanism proper the diaphragm of the fuel, feed tank made 27,344,713 impluses; 4

A piece of mechanism that can furnish such amtomishing service totals as this, under very, trying conditions, might very well so on indefinitely. Not one of the fuel, feed tank made 27,344,713 impluses; 4

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CARE FOR YOUR TIRES

Time.

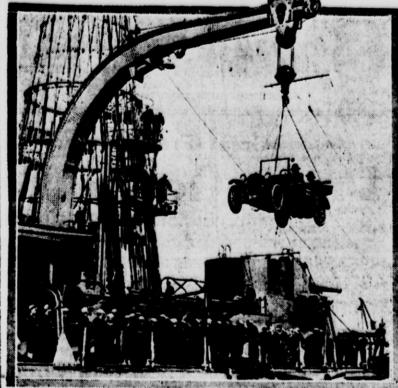
And Ion Will Save Money Every

"Automobile tires are just as capable of giving reliable service day in and day out asithe engine or other part of your car," says Wilbur Hobbs, branch manager of the Goodyear Tire & Rubber Commany."

Proper, aftention to make them run amouthly, The idea that tire costs are larger than other running costs has been proved false by thousands of motorists who give their tires systematic atten-

"If thes were loaded only to their recommended loads, inflated to recommended air pressures and wheels kept in strict alignment their cost of upkeep would be greatly reduced. Going around their cost of the strict alignment their cost of upkeep would be greatly reduced. Going around the strict alignment their cost of upkeep would be greatly reduced. corrects at high speed is hard on tires. Our chain of Goodyear Service Stations stretching across the continent has been established that motorists everywhere may avail themselves of the service of experts who see that the proper sizes of fires are used, provide proper inflation, assertain whether the wheels are inside or the service of experts who see that the proper sizes of fires are used, provide proper inflation, assertain whether the wheels are inside or the service of the se against a. coad troubles, and through Prsonal advice on tire care assist motor-ing to get all the mileage that has been built into the tires."

A "New Dodge" in the Navy



The Navy Department intends to ex- mobile. In this picture a Dodge Bro periment with motor cars as an adjunct to the marine service. It is the belief tleship New Jersey at the Charlestown that where marines are landed for any purpose the movement of officers can be which made extensive military observa-

purpose the movement of officers can be which made extensive military observa-greatly facilitated by the use of an auto-

COLE HAS "ALL YEAR CAR."

Motor Movies

Maxwell branch at Colum-

eeding up the Maxwell line. Considering De Bear's speed, one is reminded of the chauffeur

who once said to his boss after

"I'd entch that fellow, but I

Is your Battery

being Starved

Is your car calling on your battery for a big day

Without feeding it enough current-without

If so, the life of your bat-

tery is bound to be short-

sufficient distilled water?

to death?

and night's work-

can make them.

O-Lite Service.

NEW YORK 2104 BROADWAY

"AGE OF RUBBER" AT HAND.

Increased Supply Will Lower Cost Will Call It the Cole-Springfield and Enlarge Uses.

mand been nandled there for years.

It was a pretty piece of work was mands due to population growth, that year has been kept constantly in the contrast afforded by the rubber business looms up vividly.

The Silver organization took hold of new cars with its well known vigor.

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mands due to population growth, that the contrast afforded by the rubber business looms up vividly.

In 1995, according to figures given out for publication by the B. F. Goodrich Company, uncultivated, or "native," rubber comprised 80,800 tons, while in 1915 the production had dropped back to 80,000 tons. But cultivation of plantation rubber in the same space of time had risen from 145 tons to 84,000 tons, plantation rubber will amount to 147,000 tons. By 1921 it is predicted that 299,000 tons of cultivated rubber will be available, while but 10,000 tons of native rubber will be produced.

Thus 1917 will show a total increase of 50 per cent. in crude rubber supplies over 1914, due to the fast growing production no plantations. And when raw rubber reaches that level of cost which vastly increased supplies would indicate myriad new uses will be added to those for which the present relatively limited production is required.

**A manufacture of an analyse of the numerous and vanishing cannot be done if either is unevenly winn.

A relie coke with a handle that is cannot be done in either to unevenly winn.

A relie coke with a handle that is cannot never the movement of oil through the pump where pressure feed lubrication is adhenced to should be cleaned occasionally.

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The bell check valves which central the movement of oil through the pump where pressure feed lubrication is adhenced to should be cleaned occasionally.

A relie coke with a handle that is the movement of oil through the movement of oil through the movement of oil through the pump where pressure feed lubrication is adhenced to should be cleaned occasionally.

A relie cok the change which was made with such Company, uncultivated, or "native," rub-

agency in Brooklyn, occupying a small store. Soon he thought his place for doing his best work was in Manhattan, so he established the Overland.

PROVE LONG LIFE FOR KING 8.

Based by Speedway Performance ings of \$1,400,000 for the current fixed. ings of \$1,400,000 for the current fiscal

Since the King eight, a stock car, made recent record run on Sheepshead Bay eedway, where from June 15 to 29 it weled 10.850 miles without the state of the well known efficiency engineer.

REPUBLICS IN U. S. SERVICE.

Deliver the Mail Regularly Without a Hitch.

For a long time the Empire Carrying

Can You Afford showing in the fourteen day trial and its form after that strenuous flight was finished the makers of this remarkable car have every right to claim that six or eight years of running would be all-most inevitable for the King eight. Can You Afford To Waste Gasoline Amounting to 25% of what you are paying for?

If not Get a TRIPLE D MIXER It will give you more

miles A better running motor "But, like the engine, they demand The utmost in gasoline economy

T SAVES 25% OF FUEL USUALLY WASTED It will cost you nothing to prove

this statement for yourself. Ask for our Special Offer - Now. On Sale at Times Square Automobile Co., Broadway & 56th St.

Bradley Auto Supply Co., Inc., 158 W. 50th St., near B'way.

MOTOR DEVICE CO. 253 Broadway, New York

TEACHING THE OWNER TO | Common is the running of the fan when it is considerably out of balance, which results in setting up stresses that the sheet metal often will not withstand. If a fan does not turn true it should be should be quipped with a fire extinuous as well as on the fan itself. | Being the Twentieth of a Series of Practical Articles | Common is the blade that has been bent or case of fire. It is not unusual for a car | Copyright by Wilkam H. Steucart, Fr.)

by an Expert on the Subject of the Car and Its Operation.

another step in the manufacture of automobiles to satisfy the buying public and give motor car purchasers the greatest possible value for their money," said A. F. Knobloch, general manager of the Cole Motor Car Company, when the announcement was made concerning the new body. "We have added it to the Cole line because it completely fills a want long felt by the motoring public for a really practical and sensible, all weather, all purpose car."

Any sint of paint is not good to use for painting the cylinders if you propose cleaning and painting the motor it is best to purchase and apply a special cylinder paint made for this purpose. This can be obtained at most any supply store.

The doors of the body often develop a rattle which is difficult to trace and still more difficult to overcome. The installation of a couple of small rubber bumpers will often overcome the trouble. A piece of rubber from a lead pencil

A piece of rubber from a lead pencil will quite often answer the purpose. If you find one of the front tires wearng more than you think it should, do ind that they are slightly out of line. will not take long to wear out a air of tires if the wheels are not traight. This misalignment is easily

yokes of joint to pass the power to If the motor persists in

cially is this true with the exhaust valves. If they are neglected too long be obviated by closing the spark gap they become pitted, and then it is difficult to grind them into good condition. When ball bearings become worn it is again.

By WILLIAM H. STEWART.

Pres. Stewart Automobile School.

(Having become acquainted with your car, these are helpful hints that will keep it going consistently. Look them over.)

Common yellow soap is about as good as anothing for keeping the front of a common yellow soap is about as good rousing the front of a common yellow soap is about as good rousing the front of a common yellow soap is about as good rousing.

car, these are helpful hints that will keep it going consistently. Look them over.)

Common yellow soap is about as good as anything for keeping the front of a windshield free from drops of water when driving in the rain or snow. The glass should be rubbed with the soap and then polished with a dry cloth.

Wood alcohol applied with a sponge or cloth is one of the best methods of cleaning either cloth or leather upholstery. A mixture of linseed oil and turpentine is sometimes recommended for cleaning leather or grease spots.

There are few courses of treatment that are more effective in bringing about deterioration in a storage battery than allowing it to stand idde in a discharged condition. A car that has a lighting system standing idle should have its motor run occasionally—say 15 or 20 minutes three or four times a week—to keep the battery properly charged. This will keep the cells lively and vigorous, while a long period of absolute idleness will leave them sluggish.

Too much grease in the transmission is likely to make the gears almost as noisy as would be caused by not having sufficient grease, It is poor practice to fill transmission cases to the brim in an attempt to silence the noisy growling sufficient grease, It is poor practice to fill the case about half way up the gears—unless the manufacturer recommends some other limit.

Anything that tends to push a valve to one side or lift it by applying force in any way except centrally is liable to be exposed and a short circuit or a leaksge of current will follow. In most every gas line there is a strainer or trap either in the line itself to cause unequal and abnormal wear of both stem and seating. For this reason think to clean this occasionally to any way except centrally is liable to work open if the plug loosens that the way for all the way for the movement of oil through the control the movem

A simple but effective way to take off or put on piston rings is to cut about four pieces of tin about one-fourth inch wide and three or four inches long and wide and three or four lines lonk and slide them under the piston rings a little ways apart. In doing this you can take them off or on with little trouble, and, too, will seldom break one.

A frequent and unsuspected loss of power is due to spark plug leakage. Most pluss leak when run years hat and for

plugs leak when run very hot, and for trip by dropping a little oil around the packing joints and watching for bubbles. The leakage can usually be stopped by taking up on the packing gland of the

trouble is experienced on the among the accessories, it pocket flash the broken universal joint pins lamp. For making repairs at night such propeller shaft. Where there an accessory is almost indispensable in the vicinity a temporary is not expensive and will pay for itself to a heavy bolt wedged in driving is necessary.

rear axles.

It is not good policy to see how long the valves will hold compression without grinding. The valves should be reseated about every 2,000 miles whether magneto is being used. On the other be obviated by closing the spark gap

gain. Very often after waiting until his condition arises it will be found ceasary to install new valves.

The spring clips which hold the as new. This can be done by turning up



When you buy a gallon of gasoline and get four full quarts, you receive what you pay for and you are satisfied. But the mileage you secure is largely a matter of knowing how to use the potential power of the fluid. You get no guarantee.

WITH QUAKER TIRES you get an adjustment guarantee of 5000 miles. But, by no means do the 5000 miles represent the potential mileage latent in Quakers—excess mileage that will be delivered with just ordinary knowledge of driving and common-sense care.

Test out a Quaker on your car against one, two or three other makes. You will appreciate this suggestion. And you will become a Quaker

> See the local Quaker Dealer. Name and address on request to QUAKER CITY RUBBER COMPANY. New York Distributing Station, 207 Fulton Street.





THIS IS THE NEW CHALMERS DISTRIBUTOR

I am pleased to announce that on and after August 1, Chalmers cars will be represented in New York territory by C. T. Silver, Inc. Mr. Silver is an able merchant, second to none in America, with magnificent equipment running into more than \$2,000,000, and an organization extraordinary in skill and activity.

President and General Manager, Chalmers Motor Company